"WHERE THE SUNSET TURNS THE OCEAN'S BLUE TO GOLD"
Officially Endorsed by Ocean Beach Chamber of Commerce and by Pacific Beach Community League

Community Spirit Upheld

THE BEACH NEWS

Circulating in Every Home

ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

SUBSCRIBE NOW!

VOL. 1—NO. 34 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, July 13, 1923 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

Almost Roasted

LINZY HARTLEY HAVING A HOT TIME BACK IN THE STATE OF ILLINOIS

Decatur, Ill., July 6, 1923.

Dear "Beach News" and Beachites:

Just a few lines to let you know I am still alive and enjoying good health but almost roasted. It is sure hot here, but that is what it takes to make the corn grow. Crops are sure looking fine. They are cutting wheat now and oats will be ready to cut in another week.

I am enjoying myself with some of the old friends of my boy-hood days, but there are only a few of them left. Minouk, the old home town, has changed so I hardly knew it, but quite a few of the old land marks are left.

I am now at Mr. and Mrs. Watkins and the Decks at Peoria. They are thinking some of coming back to California. Orville Deckard may come with me. I spent a very pleasant week in Seattle on my way out here with some very dear friends of mine. After traveling almost across the United States and seeing the grand scenery, it makes one glad they are living in such a glorious country. I am planning to start back on my return trip by auto. Will go over the northern route by way of Yellowstone National Park, Spokane and Seattle; will stop a week or ten days in Seattle, and then start back to the queen city, San Diego, by way of Portland, Sacramento, Los Angeles and then to the most healthy climate in the world. Ocean Beach!

Oh boy. I am just about to roast! How I would like to have a little of your ocean breeze. Will drop you a line when I start about July 22. The Watkins and "Deck" send their best regards.

Yours very respectfully,
LINZY HARTLEY.

Ice Cream Lollypops are becoming very popular—5 cents at BUTTERFLY SWEET SHOPPE.

"JIMMY" HOGAN TALKS P. L. LAUNDRY LINGO

A firm believer in trite sayings, James S. Hogan, whom everybody knows as "Jimmy," sends forth the slogan, "Let Your Linen Live Long" in soliciting laundry work for the Point Loma laundry, and most courteously says that if its in the line of laundry work they do it, promptly and with entire satisfaction. Just phone Point Loma 378 and "Jimmy" will be on the job as cheerful and obliging as a prestidigitater of the old school of magic.

"Follow the Crowd" to Froide's Studio, for best KODAK FINISHING. Opposite Post Office.

BIG BAZAAR BY THE ALTAR SOCIETY.

The members of the Altar Society of the Catholic church are arranging to hold the biggest and best bazaar ever put forth at Ocean Beach on next Wednesday, July 18, in the Walsh building, next to the postoffice. There will be a special cooked food sale, commencing at 9:30 o'clock in the morning, and consisting of all sorts of pies, cakes, sandwiches and good things to eat. There will also be on sale a great variety of fancy and useful articles, such as bungalow aprons, quilts, rugs, children's dresses and hand-made embroidery work, laces and the like. Be on hand early in order to get your pick of the many good things. The proceeds will be devoted toward paying off the church indebtedness.

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

Liquid Wealth

IDEAL INDICATIONS OF OIL PRODUCTION AT OCEAN BEACH

Editor Cook of the San Diego "Mining and Oil News," says that "the entire strip of coast from Pacific Beach to Sunset Cliffs has most excellent indications of oil production."

"The anticline on which the present well is drilling strikes in a south-southwesterly direction, striking into the ocean near Sunset Cliffs. Oil seepages are numerous especially in the vicinity of Mission Bay. Seepages have from time to time been noted along the beach in a southerly direction from Ocean Beach."

And there is another thing—Every man wants to look nice, even if only once a week; and you can't do so unless you are wearing a HENDAN-MADE SHIRT. Try me, and you will never wear another kind of shirt; $1.90 and up, at the O. B. DRY GOODS STORE.

SWAN SONG FOR SAVAGE

By an unanimous vote the city council has overruled the mayor's veto of an ordinance which dispensed with the services of H. N. Savage as city hydraulic engineer.

VACATION SCHOOL FOR GIRLS AND BOYS OPENS AUSPICIOUSLY

With an enrollment of over 50 school children the vacation Bible school opened its forenoon session at the First Baptist church last Monday morning and the outlook is decidedly encouraging. A varied program of activities and instruction is provided under the very efficient directorship of Miss Garrett, of San Diego, as the principal. Visitors are welcomed at all times and parents are especially invited to witness the good work of the interesting school.

BILL BOOSTER SAYS

"PAT THE HOMELESS DOG ON THE HEAD! GIVE HIS TAIL SOME EXERCISE! SLAP THE CHAP WHO IS DOWN ON THE BACK! THAT MAY BE ALL HE NEEDS TO START HIM BACK UP! "
CHARLES SUGHROE

DID YOU SAY RADIO? IF SO, TALK TO DAMON

About everybody and the other fellow are interested nowadays in radio, wireless messages, music, songs and speeches. And right here at Ocean Beach there is an expert whom you can consult by calling at 4732 Niagara avenue or phone Point Loma 330. R. U. Damon is his name, and he is introducing the "Perflex," which looks great and listens better, with the prices just right and in the reach of all.

SOUVENIR POST CARDS at Froide's Studio. Opposite Post Office.

ALLIGATOR ROCK LODGE

Picturesquely perched upon the apexical summit of the wonderful ledge of rocks, from which it gets its name, amid the glorious Sunset Cliffs section of Ocean Beach, the far-famed Alligator Rock Lodge will be re-opened under worthy new management on next Wednesday, July 18. Mr. and Mrs. Taller, who have been most successfully managing the famous Grossmont Inn for the past three years, have assumed a long lease of the lodge and announce a very creditable change in the policy of catering to the public. Under their immediate direction, the home-like hostelry and adjoining group of cosy cottages have been thoroughly renovated and remodelled on modern lines, and by advance arrangement with the hostess special luncheon, bridge and dinner parties can be given, while regular luncheons, afternoon teas and dinners may be obtained, as well as special Sunday evening hot suppers. Service in the Japanese garden can be had, is desired, and completely furnished apartments and cottages may be secured for a period of not less than three months.

Both Mr. and Mrs. Taller are obsessed with the splendid idea of employing competent help only, and their remarkably notable success in conducting Grossmon Inn gives positive assurance of highly satisfactory service to the patrons of Alligator Rock Lodge under their very efficient management.

Seen, Heard and Said

Today is Friday, July the 13. Watch your step!

D. C. Crosby, a really wide-awake local real estate man, reports two more sales this week, at Loma Alta.

R. W. Lennon, who recently bought the Chadwick property on Muir avenue, is repairing and enlarging the house for a modern home.

Postmaster Rankin announces that the hours when mail is distributed are 10:15 in the morning and 4:15 in the afternoon.

The Council has turned down the proposed ordinance for a tree planting commission.

Don't Forget the two cooked food sales next week—one on Wednesday and the other on Saturday.

Henry Eulberg is making a special sale of Goodrich and Fisk tires at his Ocean Beach garage.

The social evening of C. of C. to be given by the Juniors will be held on Friday evening, July 20 at the Ocean Theater Everybody welcome.

L. A. Shaffer, manager of the Ocean Beach Baseball club, made a mid-week trip to Los Angeles chiefly on business for the Maine garage, of which he is one of the popular proprietors.

"Fury," with Richard Barthelmess in the leading role, will be repeated tonight at the Ocean theater, the house being packed at the initial showing here last night. It's a knockout, so don't miss it.

GOOD PLUMBING ASSURED

The plumbing contract for the new addition to the public school has been awarded to "Charlie" Peltcher, the progressive proprietor of the Ocean Beach Plumbing company on Niagara avenue, and it is an established fact that it will be a mighty satisfactory job.

OUR EARTHLY HEAVEN

Arthur Brisbane, the noted writer and newspaper philosopher, whom we are proud to say was a fellow worker with Ye Editor some years ago on the New York Sun, under the chieftainship of the able Charles A. Dana, recently published the following item in his famous "Today" column.

"In California, that earthly heaven to which many of the wise, good and prosperous go before they die, there is one automobile for every four persons."

Sneak Thieves Busy

EASTERN STAR PIN AND TREASURE TRINKETS STOLEN FROM OUR HOME

During the absence of the editor and Katherine for a few hours on last Wednesday night, the home of the Beach News, at 4829 Saratoga avenue, Ocean Beach, was entered through a rear door by sneak thieves and robbed of a quantity of treasured jewelry, including an Eastern Star pin, set with five precious stones, a ladies' wrist watch, a pair of earrings, breast-pin, watch charm and various heir-loom trinkets.

The robbery was at once reported to the police and officers Reama and Webster responded promptly within five minutes and instituted search for clues to the theft with a very promising prospect of bringing the guilty to justice.

From the manner in which the compartments of a chiffonier and dresser were ransacked it is quite evident that the robbers were in search of money (though, for goodness sake, whoever heard of newspaper folks being burdened with wealth), but finding no currency, they stole a small jewelry box, which was found yesterday morning where the burglars had discarded it in the alley near De Foe street, between Saratoga and Santa Monica avenue.

Our neighbors, Mr. and Mrs. Van Houter, also report that their home was entered but nothing of value stolen as the marauders were frightened away by the fall of a heavy picture which had been hanging next to a wall light. It is hoped that this positive evidence of sneak thieves in both cases may serve as a timely warning to other Beach residents for securely locking their doors when absent, as well as hiding their money and valuables in some secret place—until Ocean Beach procures its branch bank, and let it be soon!

FISHERMEN, ATTENTION—Get your bait and tackle at JACK'S place OCEAN BEACH BAIT HOUSE. Phone: Point Loma 6

DIRECT FROM STORKLAND

A girl baby to Mr. and Mrs. Robert R. Fletcher at their home 4747 Niagara avenue, Ocean Beach. Dr. F. J. Ratty attended the arrival of the newcomer, who weighed seven and one-half pounds. Mother and daughter are doing finely and father Fletcher is in the seventh heaven of happiness.

Nuptial Vows

BEAUTIFUL AND QUIET HOME WEDDING OF OCEAN BEACH COUPLE

By KATHERINE

At the residence of the bride, Miss Lee Simpson on Muir avenue, a beautiful quiet home wedding took place last Saturday, July 7, at 9:30 p.m., when Miss Simpson became the wife of Horace Clifford Wilcox, son of Mr. and Mrs. Clifford Wilcox of 4733 Newport avenue. Rev. F. J. Stoetzel of the Congregational church officiated, and Mrs. Emaline Reddoch of San Diego acted as maid of honor, with Frank Simpson as best man.

Besides the immediate relatives of the bride and groom, Lester and Loyal Near, of Ocean Beach, were present as special guests. The Simpson home was prettily decorated with Ferns and carnations and the traditional bride and groom cakes were cut and distributed. The wedding presents were numerous and handsome. The groom is a well and favorably known employe of the San Diego Telephone Company, and following the wedding there was a good old fashioned chivaree. The newly married couple motored to Los Angeles and Venice on their honeymoon, returning last Tuesday to make their future home in San Diego. A host of friends and the Beach News staff wish them a wealth of life-long happiness and prosperity.

THE NEWPORT SHOPPE
Boys and girls' UNION SUITS, from to 15 years, priced 50cts and 75 cts.

EXCESSIVE BID ON WATER MAINS FOR MISSION BEACH

Acting on a recommendation by City Manager Rhodes, the council has rejected the bid of Frank Doran for installing water mains at Mission Beach as being far too high. The city will probably now do the work and charge it up to the property owners under the assessment district plan.

TOP-NOTCH BOOKINGS AT THE OCEAN THEATRE

GLORIA SWANSON
IN THE PARAMOUNT PICTURE
"PRODIGAL DAUGHTERS"

With Manager Ray Ericsson's new policy in full swing of showing gilt-edged pictures Mondays, Wednesdays, Thursdays, Saturdays and Sundays at the Ocean theater, large and appreciative audiences have been the rule, and last night the house was jammed to see the famous film feature, "Fury," which will be especially repeated tonight. It's a picture well worth seeing twice and if you have missed it altogether be sure to see it tonight. Another great production, due next Wednesday and Thursday, will be Gloria Swanson in "Prodigal Daughters," which is a top-notch Paramount picture. Don't miss it! Other forthcoming features appear elsewhere in the regular announcement.

Beautiful Fete

MME. KATHERINE TINGLEY HONORED WITH FINE BIRTHDAY CELEBRATION

Mme. Katherine Tingley's birthday anniversary was celebrated at the International Theosophical headquarters Friday, July 6, under the eucalyptus and acacias of headquarters grove at Lomaland, which was decorated for the occasion with flags of all nations, among which hung the gold and purple flag of the Universal Brotherhood.

The program opened with a grand march, headed by the college band, past Mme. Tingley's residence, where with her cabinet officers, Col. and Mrs. Conger and others, the Theosophical leader greeted the students as they left gifts of flowers.

Addresses were made by R. W. Machell, E. A. Neresheimer, Margaret Hanson Voigt and Montague Machell. Scrolls of greetings were read by Thomas Pool for the San Diego members and by Francis Cotter for the "Brownies," Lucie Goud of Holland for the Junior children, and Grace Knoche for the Junior girls.

The tinest children presented their greetings in dramatic form, and a special feature was the staging of the clown scenes from "A Midsummer Night's Dream" by a group of the younger girls, entirely without assistance.

Secretary Fussell read birthday telegrams from Spain, England, Holland, Sweden, Finland and other countries, including many from America, and the program was continued with music from the band and the chorus.

Mme. Tingley spoke briefly in response, and at the close of the program lunch was served under the trees.

In the evening the young women of the H. P. Blavatsky club gave Sheridan's sparkling comedy. "The Rivals," in the college rotunda. A large number of friends and members were present from a distance.

"Follow the Crowd" to Froide's Studio for fresh KODAK FILMS. Opposite Post Office.

THEOSOPHICAL TALK.

Secretary J. H. Fussell of the International Theosophical headquarters spoke at the Colonial theater last Sunday morning on "Theosophy and the Readjustment of Human Standards." He declared that if we are to understand life "we must consider it from at least two aspects, the inner life of energy and consciousness, and the outer expression of embodiment."

DON'T MISS THIS COOKED FOOD SALE

A cooked food sale for benevolent purposes will be held Saturday, July 21, by the Ladies Guild of the Congregational church. Fancy articles will also be sold, such as dainty tea aprons, bungalow aprons, holders, boudoir caps and in fact all kinds of homemade, useful articles. Watch for announcement of location of place of sale in our next issue, and be sure to be in attendance, a week from tomorrow.

THE NEWPORT SHOPPE
Just received a new shipment of cotton and WOOLEN BLANKETS, priced $2.50 to $4.75 a pair.

GUILD GARDEN PARTY

The women of Trinity Mission Guild are giving a garden party at the home of Captain and Mrs. H. W. Martin, 4576 Del Mar avenue for the benefit of church building fund. There will be an informal program, and punch, tea, sandwiches and cake will be served. Admittance 25 cents, children 15 cents. All are invited.

CLASSIFIED ADS GET QUICK RESULTS

THE HIGH COST OF CHEAP MONEY

Widows and Orphans Among Chief Losers From Unsound Currency.

E. E. AGGER CITES EXPERIENCE

Speculators Rather Than Investors and Producers Win From Currency Depreciation.

The losses and costs borne by the government and the people of the United States from unsound money experiments, from colonial times down, doubtless total more than our staggering World War appropriations, it is declared by E. E. Agger, an authority on economics, in the Journal of the American Bankers' Association. "Cheap money," he says, is very costly, since frenzied finance, speculation and business disaster have invariably followed in the wake of unsound currency. He cites historical experience showing that widows and orphans were among the chief sufferers.

"New generations of adults, like children, have to learn over and over again that, when playing with fire, one runs the risk of being burned," Mr. Agger says. "Indulging currency heresies constitutes such an adult playing-with-fire. A glance over our own historical experience would demonstrate this to the most ardent 'easy money' advocate, but such advocates are usually those to whom history is 'bunk.'

Soft Money Advocates Seek Profit

"Unfortunately those who are willing to kindle the kind of conflagration involved in 'soft-money' experimentation are not the only ones hurt. Indeed, they may extort an advantage for themselves. But the record is all too clear concerning the mass of people. Heavy losses, injustice, disorganized production and numerous other evils are inevitable.

"Unsound money projects impose heavy costs on the government itself. The first effect of cheap money is to raise prices. Mounting prices mean that, to meet its needs, the government must appropriate always larger sums. Again, dallying with unsound money weakens the government's credit. Prospective bond buyers become hesitant when currency depreciation is threatened, because there is danger of agitation toward the payment of government obligations in the cheaper money rather than in specie. Any such weakening of goverment credit means lower prices received for bonds, consequently greater burdens on the Treasury. Assuming that, in the end, sound principles triumph, the indulgences of the unsound currency days leave further costs to be met. If paper money has been issued it must be redeemed. If a government be unwilling to stoop to repudiation it must raise much more in taxes to pay for the paper money than it received at the time of issue."

The total effect of paper issues in increasing the cost of the Civil War is estimated at about $600,000,000, Mr. Agger says, continuing:

"Much more serious than the costs of unsound currency to the government are the heavy direct and indirect costs imposed upon the people. Our productive system is controlled through prices, and the upset of prices, caused by a depreciating currency, interferes with the proper harmonizing of the different lines of production. Price changes are not instantaneously or uniformly effected throughout the whole system. The result of an inflationary movement is a stimulation of speculation and over-investment in some lines, with inadequate development in other lines. The period of speculation seems a period of prosperity, but how false and unsound is such prosperity is disclosed in the stress and agony of the inevitable period of liquidation which, Nemesis-like, follows on the heels of the boom."

Wealth Unfairly Re-distributed

Mr. Agger then describes "the distressing effects of an unsound money on the distribution of wealth among classes and individuals. Cheapening money through inflationary expedients is a gigantic fraud upon the creditor classes as against debtors. All those dependent on fixed incomes, or receiving specified sums in terms of money, are penalized when the purchasing power of money is depressed. In like manner the stockholder profits at the expense of the bondholder—a fact which implies a reward to the more speculatively inclined at the expense of the conservative.

"Advancing prices cause discontent and give rise to agitation and unrest among those whose incomes cannot promptly be adjusted to meet higher living costs. Strikes are fomented and production is curtailed. Everybody shares in these burdens. Lack of stability in money also undermines and weakens habits of thrift. A corrosion of the moral integrity of the people is inevitable. Dishonesty is stimulated and a desire to gain by speculation rather than to earn a livelihood by productive and useful labor causes a marked deterioration in popular habits and character."

Please mention The Beach News

MICKIE SAYS—

DONT KICK BECUZ YER EDITOR DONT "PRINT ALL TH' NEWS", BECUZ YA WILL PROBABLY SEE TH' TIME WHEN YOU'LL BE DARN GLAD HE DONT!
CHARLES SUGHROE

A WORD ABOUT PRINTING

The job printing department of the **Beach News** does **NOT** make any charge for estimating on printing of any description and your orders would be highly appreciated. Phone Point Loma 17.

OVEAN BEACH CHAMBER OF COMMERCE

The Ocean Beach Chamber of Commerce will hold a regular business meeting next Monday night

"IT'S NOT FAR TO A FABER STORE"

All Around the House

Coarse sugar is one of the causes of heavy or hard cakes.

* * *

Pudding cloths will wash more easily if borax is added to the hot water.

* * *

Before tinting colored goods strain the dye and the material will color evenly.

* * *

Carrots, turnips and parsnips may be kept fresh by covering them with sand or earth and keeping them in a dark place.

* * *

Before putting knives away rub the blades with mutton fat or vaseline and roll them in brown paper. This will keep them from rusting.

* * *

When brushing a mud-stained garment, brush from top to bottom, not against the warp of the material. This is most important if the clothes are to look as fresh as they did originally.

Blind Spots.

The world has its "blind spots" for thunder and lightning, says a bulletin of the National Geographic society. The brilliant flash of lightning and the crackle and rumble of thunder would be as impossible of conception by many Eskimos as would "solid water" by equatorial savages.

In general the frequency of thunderstorms decreases as one goes north, until within the Arctic and Antarctic Circles they seldom occur.

When Katmai volcano, on the Alaskan peninsula, erupted in 1912, some of the adult natives of the vicinity were more terrified at the lightning and thunder that accompanied the dust clouds than at the possibility of being buried by ash, because they had nothing in their lifelong experience by which to judge the blinding and deafening noise from the skies.

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

OCEAN BEACH

By CORA B. FAFTY

Around the bay and over the hill,
There is a wonderful village so peaceful and still,
A balmy breeze from the ocean wide,
And beautiful hills on the other side;
Where nature smiles with radiant hue,
And wild flowers nod as they welcome you.

To this grand old beach where the weather is fair,
You may find rest in peace from your toil and care.
Come one, come all, from the hot, dusty way,
And enjoy the sea bathing a month or a day.

◆ ◆ ◆

TWO COOKED FOOD SALES

There will be no need of Beach housewives doing any cooking next Wednesday and Saturday—two cooked food sales being scheduled for July 18 and 21, respectively. Both will be held for worthy purposes and generous patronage should be assured. A great variety of fancy and useful articles will also be placed on sale.

◆ ◆ ◆

MERRY WEEK-END PARTY

Members of the Fraternal Brotherhood of Los Angeles, 17 in number, formed a jolly week-end party visiting Mr. and Mrs. W. H. Clarke at 4878 Saratoga avenue. Besides the customary social delights, the guests were highly entertained with Mr. Clarke's recently installed radio outfit.

◆ ◆ ◆

DON'T MISS THIS COOKED FOOD SALE

A cooked food sale for benevolent purposes will be held Saturday, July 21, by the Ladies Guild of the Congregational church. Fancy articles will also be sold, such as dainty tea aprons, bungalow aprons, holders, boudoir caps and in fact all kinds of homemade, useful articles. Watch for announcement of location of place of sale in our next issue, and be sure to be in attendance, a week from tomorrow.

◆ ◆ ◆

Mr. and Mrs. Chas. E. Peltcher and their children, and Mr. and Mrs. Bert Schneider and family enjoyed a delightful week-end trip to Pine Valley

◆ ◆ ◆

Miss Evelyn Meis of Sioux City, Ia., is spending the summer with Mrs. Fanny Tibbetts at 4824 Santa Monica avenue.

◆ ◆ ◆

Dr. L. H. Phipps of 4876 West Point Loma Boulevard has returned from New York where he has been visiting his family.

◆ ◆ ◆

Jesse C. White, the popular young groom and son of Mr. and Mrs. J. C. Storm of 4856 Saratoga avenue, has been promoted to the foremanship of the Pan-American Pipe Line Co., of Los Angeles.

◆ ◆ ◆

Mrs. Beulah Ratliff of Salem, Oregon, has returned to her home after a delightful visit of two months spent with her brother and sister in law, Mr. and Mrs. Edwin E. Ballinger of 4811 Long Branch avenue.

◆ ◆ ◆

ANNOUNCEMENT

The subscription price to **The Beach News** is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

Mention of The Beach News to our advertisers will be appreciated.

"SUNSET CREST"

JOLLY JULY PICNIC.

Mr. and Mrs. Wheeler were host and hostess to a picnic July 4, and set table in count of nineteen, the guests coming from East San Diego, University Heights, National City and Mission Hills. The table fairly groaned with good eats, and from one to four-minute speeches were made by the guests. A jolly good time was enjoyed by all, some going in swimming and others driving around to see beautiful spots in and about Ocean Beach, coming back home for tea. The following joined in one accord that it was a very happy day: Mr. and Mrs. McClelland, Mrs. M. F. Noble, Col. J. C. Ferris, Mr. D. Noble, Mrs. Effie Costly, Miss Hazel Howard, Miss Emily Campbell, Miss Holstrom, Mrs. G. A. Cowden, Miss Willa Cowden, Mrs. Lila Fitzpatrick, Mrs. Margaret Fitzpatrick, Mr. and Mrs. G. Hinman, Mr. Geo. W. Rosa, Miss Laura Roberts and Mr. and Mrs. C. M. Wheeler.

Little Billy Moir met with a most painful and serious accident Friday, June 29, while playing on the cliff. He fell and dislocated his left elbow, breaking the large bone. We are glad to report he is doing very well.

Mr. and Mrs. Geo. Caldwell have moved from the "Cozy Corner" to their own home on Del Mar avenue. We are glad they are neighbors.

Mr. and Mrs. Wheeler spent a couple of days in Long Beach recently visiting Mr. and Mrs. James Heathcote.

Miss Laura Roberts was a guest last Saturday over the Fourth at the Wheeler home.

◆ ◆ ◆

DELIGHTFUL OUTING.

Mrs. Jame C. Lough of San Diego was hostess recently at a delightful party at Mission Beach, complimentary to Miss Eleanor Johnson of Los Angeles and Miss Josephine Dunn of Great Falls, Mont. Swimming was enjoyed in the morning, after which luncheon was served at the Coffee Shop at Mission Beach, which was followed by an afternoon of bridge. Other guests were: Miss Helen Courtney, Miss Gladys O'Bannon, Miss Gertrude Connell, Miss Corinne Connell, Miss Della Ballard, Miss Adelaide Graves, Miss Agnes Tobin, Miss Theresa Morley; Mrs. Sibley Sellew of La Jolla and Mrs. Willard Hage, jr., Mrs. H. F. A. Baske and Mrs. Marston Burnham of San Diego.

◆ ◆ ◆

Mrs. F. J. Ratty returned to her home on Cape May avenue last Saturday. The charming wife of Dr. Ratty and their darling baby boy are doing splendidly.

◆ ◆ ◆

Mr and Mrs. George H. Morrison who recently arrived from Baltimore, have rented the home of Mrs. Effie Bailey 2271 Froude street. Mrs. Bailey left last Monday for Long Beach to be gone about three weeks.

◆ ◆ ◆

Special for Saturday at the O. B. DRY GOODS STORE—Ladies pink nainsook NIGHTGOWNS. They are very pretty and well made, especially priced for tomorrow at 75c each.

◆ ◆ ◆

Mrs. George Stevens and her three little sons of East San Diego are spending a week with Mrs. M. J. Plummer of 1917 Bacon street. Mrs. Plummer, by the way, is building a fine 3-room modern house, adjoining her present residence.

* * * * * * * *

Phone to us
Write to us
Call to see us.

Phone, Point Loma 17

THE BEACH NEWS

is your friend.

Let's get neighborly!

* * * * * * * *

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FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department
Phone 622-44

* * * * * * * * *

POLICE! POLICE!!

The Police Station is located on Abbott street, opposite the skating rink at the foot of Santa Monica avenue, and the phone number is
Point Loma 4.

* * * * * * * * *

POSTOFFICE SCHEDULE
(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

* * * * * * * * *

Ocean Beach Cleaners

Cleaning Dyeing Pressing
1928 Bacon St.
Phone: POINT LOMA 30-J
C H. Owen, Prop.

hone Point Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

Phone: Point Loma 152-J
OCEAN BEACH PLUMBING CO.
Chas. H. Peltcher, Prop.
Repair Work, Contracting, Estimates
5068 NIAGARA AVENUE
Bath Tubs and Heaters, Plumbers' Supplies

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
DR. F. J. RATTY
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue, Office, 5024 Newport Ave.

Russell's Grocery
FORMERLY CORNER GROCERY
Corner Bacon and Niagara Ave., Ocean Beach
Entire Stock at Reduced Prices.

Kodak Finishing
Enlargements—Copy Work and Coloring
GREETING CARDS
J. P. FROIDE
5019 Newport Avenue
Ocean ("Keep Boosting") Beach

San Diego's All-Year-Round TOY LAND
CHILDREN'S OUTDOOR PLAYTHINGS
Phone 625-70
PASSMORE'S
Bird and Toy Store
1166 Sixth St. Bet. B and C
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.
SAN DIEGO'S OLDEST BIRD STORE

SUNSET CREST
(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished $45 to $50 and Up Per Month.
Fireproof Garages

STILES
We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

ANNOUNCING THE OPENING OF
ALLIGATOR ROCK LODGE
4985 Coronada Ave., Ocean Beach, Cal.
On **WEDNESDAY, JULY 18,** for
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CALIFORNIA NEWS BRIEFS

Brevet-Col. Crane Reed, hero of fifty-four battles of the Civil war and one of the most prominent members of Lookout Mountain post, G. A. R., Berkeley, died at his home after an illness dating from last Armistice day when he was taken sick while marching with veterans. He was a native of West Virginia and was 80 years old.

The Roseville high school board of trustees have asked for grand jury investigation of the charges of immorality made by Rev. C. R. Fairfield, pastor of the Roseville Presbyterian church and former leader of the Roseville Ku Klux Klan. Several parents of high school students have asked for a thorough probe.

The Santa Fe Railroad company's lumber yards at San Bernardino, containing a stock valued at $1,000,000, was fire damaged to the extent of $400,000. Police believe that the fire was started by I. W. W. sabotage workers in retaliation for failure last year in connection with the railroad strike there.

J. W. Allen, accused with complicity in the murder of Nicholas Dabelich of Los Angeles, is under observation in the Los Angeles county hospital psycopathic ward to determine if he is feigning insanity. He created a sensation at his trial by shouting and snarling; the case was deferred.

Fifty-three years after the transaction, the deed in the sale of a Yolo county farm by John Stutton to Isaac Ely has just been recorded. The sale was made on February 12, 1870, for $2,250 and the property is now valued at $1,000. The deed was recorded by Frank Ely, son of the grantee.

Hayes Brothers of Madison lost harvesting machinery worth $4,750 and twenty-five sacks of wheat in the first grain fire in Yolo county this season. Slight damage was done at the Reiff Brothers' ranch and a small patch of barley belonging to G. L. Hayes near Willow Oak Park was burned.

The battered corpse of Mrs. Josephine Friend, San Francisco widow of 70, was found in the rear of her lodging house by police, after neighbors had reported her missing. Investigations indicate robbery as the motive. She was known to have kept considerable money about her home.

The secret service intelligence department is conducting a search to determine the whereabout of a large quantity of liquor seized in a raid at Monterey a year ago. Several hundred cases of whisky were taken from the trucks hauling the "catch" to the federal warehouse in San Francisco.

Three dwellings belonging to William Gross of Redding have been ordered vacated and closed for one year by Judge Herzinger in abatement proceedings brought in the name of the United States. Gross was twice convicted of blindpigging.

The offices of C. J. Julian, wealthy oil promotor of Los Angeles, were raided by state corporation commissioner's department and all books and records of the broker were seized. Julian is charged with violating the corporate securities act.

Complications have arisen in Santa Barbara county over the sale for delinquent taxes of the famous old Santa Ynez mission and its grounds, for $50. The property was assessed through error, being exempt as church property.

Fiesta Del Laguna, the annual fall festival which will be staged at Oakland during the last week of September, will be featured by a chorus of 1,000 voices. Singers from San Leandro, Alameda and Berkeley will participate.

A mass metting of the Lodi citizenry, called by the mayor, proclaimed their approval to include in the fiscal budget sufficient funds to purchase a site for a city hall, to finance playground activities and a band.

The dedication of the Jack London memorial library, erected by the Glen Ellen Woman's club near the London ranch in the Valley of the Moon, was a feature of the third day of the Sonoma centennial celebration.

Yolo county reports the greatest grain crop of its history. With the harvest only half completed there are 221,000 sacks of grain in storage warehouses of the county.

A Southern Pacific Sunset Limited train collided with an automobile load of dynamite near Glendale and killed the driver. Miraculously, the dynamite did not explode.

James Murray, Salinas lineman, lived after 23,000 volts of electricity had passed through his body when he came in contact with two high-power transmission wires.

The fruit packing plant at Corning is being enlarged by an addition and installation of equipment to handle an increased output of 100 tons.

James Carr, 70, superintendent of the Baxter Brothers ranch in the Mt. Vernon district was found dead on the county road near Auburn.

Alfred Mora, 19, of Napa, was drowned in the Russian river while on a camping trip with a number of companions.

Martin Aldrich, Tehama county wild man, committed to the Napa asylum last year, escaped and is being sought.

Damage of $10,000 was done by fire resulting from a sawdust explosion in the plant of the San Pedro Lumber company.

A forest fire burned over a large area of the country north of Santa Monica.

Petaluma will stage its 1923 Sonoma County Fair and Egg Day celebration July 15 to 19.

Approximately 9,000 persons, or 300 a day, attended the community center at Oxnard during June.

Egbert J. Gates, state senator from the Thirty-fifth district, died of heart trouble in Grand Island, N. Y.

Thousands of Southern Californians spent the Fourth across the border in Mexico on invitation of the city of Mexicali.

Edward Downing, son of a well known Wasco family, was accidently killed by a gun held in the hands of a playmate.

Repremanded by her mother for talking with boy friends, May Rose, 16, of San Diego committed suicide by shooting herself.

Increased property assessments in Sacramento county brought the tax levy up to $136,062,380, a gain of more than $9,000,000.

City Manager Ogden of Bakersfield reappointed all incumbent officers with the exception of the chief of police, whose resignation had been submitted but not accepted.

Peggy McCabe, 9, of Chico was the victim of the accidental discharge of a signal bomb which exploded in a crowd of school children the Fourth. She died a few hours later.

Two men were killed at Santa Monica the Fourth when the airplane in which they were performing for the entertainment of the holiday crowds, was wrecked and burned.

The Fresno emergency hospital treated 215 accident patients during the month of June, the largest number ever handled in one month; the total for the fiscal year was 2,118 cases.

Judge Ross Campbell, in superior court at Santa Rosa, killed the "little Volstead" ordinance of the city of Petaluma, which prohibited the sale of intoxicating liquors in that town.

The Redland legion will purchase the University club at Cajon and Fern for a home and a war memorial for $30,000. Some improvements will be made and a dining room will be maintained.

A car of fruit, donated by the growers and shippers of the Newcastle district and sold at auction in New York, brought $2,257 into the fund of the Newcastle firemen's community hall.

Sacramento voted by a majority of 6 to 1 to create a municipal utility district preparatory to municipal light and power development, which, it is estimated, will cost approximately $8,000,000.

New varieties of cherries, plums and apricots are promised next year by Luther Burbank. The promise comes from assurance given by the ripening of fruit of several varieties in experiments he has now under way.

C. C. Howard, until recently proprietor of the Kirkville, Mo., Daily News, has purchased the Monrovia Daily News and is now in charge. The retiring owners art George Barry, Mrs. Harriet Barry, Paran Rice and Hugh Sutherland.

J. E. Minton, alias Jim McMullen, has been charged with the murder of C. W. Carnes of San Diega. Minton confessed to putting strychnine in a bottle of whisky with which he intended to commit suicide and Carnes drank it by mistake.

Kathleen Norris, author, and Mrs. Paul Raymond, both of San Francisco, have been made members of the national committee of law enforcement by Mrs. Henry Peabody, of Beverley, Mass., president of the Woman's Boards of Foreign Missions.

Dr. Dorothy McKay, first American woman to receive the degree of Doctorate de l'Universite from the University of Paris, will be instructor of history at Mills college at Oakland. Dr. A. Pringle Jameson comes to the department of zoology from the University of Washington.

Albert Kern, proprietor of the Blue Sea cottages at La Jolla, where Fritzie Mann was said to have occupied a cottage the Sunday evening of her death last January, was arrested on a warrant charging perjury in connection with his testimony at the trial of Dr. Jacobs for the murder of the dancer.

The warehouse of Sugarman & Greenburg, San Francisco, was destroyed by fire. Damage is estimated at $40,000. Adjoining concerns suffered damage from fire and water as burning brands set fire to the buildings. This fire topped off thirty-seven alarms for the Fourth in that city up until eight o'clock. By midnight eighty-seven calls had been answered.

John Bennet, a hermit of a decade ago, occupied a small shack on what is now the Portal ranch near Mount Hamilton, for twenty years. Recently workers wrecking the shack uncovered a small cache of gold nuggets. When the find was reported, campers along Isabel creek forgot all else in the fever of a gold rush and panned the creek for gold and drove holes in the mountain side.

Survey of the seven cities being considered as sites for the establishment of the first veterans' land colony will be made by a committee from the University of California.

Dr. Edward Robeson Taylor, mayor of San Francisco in the reconstruction days following the 1906 disaster, died at his home, 2326 California street, bringing to an end a life that had been filled with activities in the realms of politics, law and medicine, in which he found time to establish a world reputation as a poet. Death came in a deep sleep of two days, caused by cerebral embolism.

Put "Ocean Beach" plates on your car.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ..... Sec'y.-Treas.

2 ... 7

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Local Readers, 15 Cents a Line, Averaging Six Words to a Line

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California under the Act of March 3, 1879."

FRIDAY, July 13, 1923

THE BEACH NEWS is on sale regularly at the STATION NEWS STAND, Niagara avenue and Bacon street, and at FROIDE'S PHOTO STUDIO, Newport avenue, opp. the postoffice.

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

TO NEWS CONTRIBUTORS

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

CERTIFICATE OF INDIVIDUAL FICTITIOUS NAME

State of California,
County of San Diego.—ss.
I hereby certify that I am transacting business at 216 West "F" Street, San Diego, California, under a designation not showing the name of the person interested in such business, to-wit:
"STEWART PRINTING COMPANY"
and residing at 3852 Seventh Street, San Diego, California.
(Signed) A. E. STEWART.
State of California,
County of San Diego.—ss.
On this 19th day of June, 1923, before me, Edwin Reed, a Notary Public in and for the County of San Diego, State of California, duly commissioned and sworn and residing therein, personally appeared A. E. Stewart, known to me to be the person described in and whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.
IN WITNESS WHEREOF, I have hereunto set my hand and seal at my office in San Diego, California, the day and year in this certificate first above written.
EDWIN REED,
(SEAL)
Notary Public in and for the County of San Diego, State of California.

CERTIFICATE OF INDIVIDUAL FICTITIOUS NAME

State of California,
County of San Diego.—ss.
I hereby certify that I am transacting business at 4829 Saratoga avenue, Ocean Beach, San Diego, California, under a designation not showing the name of the person interested in such business, to-wit:
"THE BEACH NEWS"
and residing at 4829 Saratoga avenue, Ocean Beach, San Diego, Calif.
(Signed) KIRK SMITH.
State of California,
County of San Diego.—ss.
In this 19th day of June, 1923, before me, Edwin Reed, a Notary Public in and for the County of San Diego, State of California, duly commissioned and sworn, and residing therein, personally appeared Kirk Smith, known to me to be the person described in and whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.
IN WITNESS WHEREOF, I have hereunto set my hand and seal at my office in San Diego, California, the day and year in this certificate first above written.
EDWIN REED,
(SEAL)
Notary Public in and for the County of San Diego, State of California.

★ * * * * * * * * * ★
The Ocean Beach Chamber of Commerce
★ * * * * * * * * * ★
Regular Business Meeting Every First and Third Monday.
F. B. HARRISON, Secretary.

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TERMS CASH
Rates, 10 cents per line, averaging six words to a line. No advertisement for less than 30 cents, all payable in Advance

LOST—An Eastern Star pin, small diamond in center. Liberal reward if returned to 5113 Cape May Ave.

FOR SALE—$12.50 fishing rod and reel, practically new, bargain, $4.50. Harrison, Pavilion Bath House, Ocean Beach.

LIBERAL REWARD will be paid leading to the arrest and conviction of thief, who stole valuable jewelry from the Beach News' home, 4829 Saratoga avenue, last Wednesday night. Phone Point Loma 17.

WILL THE PARTIES who were inquiring about a pony, kindly communicate with 5069 West Point Loma boulevard.

FOR SALE—On account of leaving, will sell the following articles, very reasonable; Ice Box, $10; gas stove $20; folding bed $10; vacuum cleaner $35; also numerous other useful articles. Call at 5059 West Point Loma Boulevard.

FOR SALE—Blue Bird cabinet phonograph, mahogany case, including records, $45. Inquire at Newport Shoppe.

CHILDREN taken care of by the day or hour; very reasonable rates; 5087 Narragausett avenue.

FOR SALE—Green feed cutter at half price, call at 4774 Brighton avenue. O. B.

FOR SALE at Ocean Beach—Upright piano, beautiful tone. Big bargain for cash. Phone Hillcrest 2151 or The Beach News, Pt. Loma 17.

FOR SALE—Fat hens, 75 cents each; large eggs, 35 cents dozen. MRS. L. A. SWETS, 4762 Pescadero avenue, Ocean Beach.

TO OUR O. B. SUBSCRIBERS

If you haven't a box at the postoffice, ask for your copy of the Beach News every Friday afternoon just like you do your other mail, which arrives and is distributed at 10:15 a.m. and 4:15 p.m.

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Church News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH
Rev. Rolla E. Brown, Pastor
Residence, 4802 Coronado avenue.

Supndays—Worship and preaching at 11 a. m. and 7:30 p. m.; Bible school, graded for all ages at 9:45 a. m.; Young People's Union at 6:30 p. m.
Wednesdays—Service of prayer, praise and conference at 7:30 p. m. The public is cordially invited to attend any or all of these meetings.

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.
Morning worship at 11.

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

Get 100 cents worth for your dollar at the O. B. DRY GOODS STORE. You can only do so by buying a pair of KEDS, Men's $2.45; Women's $1.35, and children $1.10. They are the best and cheapest on the market.

Americanization Courses.

According to a recent ruling by Attorney General Webb of California, all schools, public, demoninational or private, must have courses dealing with the constitution of the United States and with American ideals.

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DISCUSSIONS OF THE HOUR

THIS COLUMN OPEN TO ALL ON ANY SUBJECT

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

CO-OPERATION.

Editor The Beach News:

Ocean Beach, Calif,

How often we hear it said, "We should patronize home industries," or trade with those in our community. Sounds good and proper, and I second the resolution, but it should work both ways.

When I find fault with my neighbors for buying their supplies in the city, they show prices, and say they cannot afford to buy at Ocean Beach.

Perhaps if we bought more at the beach, the trader could better compete with the city merchants, yet we know that rents, etc., are much less here than in the city, so why not?

If some people want to buy property here, instead of telling their wants to a local dealer, they go to some agent in the city.

Same with insurance. There are plenty of insurance agents in Ocean Beach, and the rates are the same all over, yet there is next to nothing in this line written by Ocean Beach agents. Why?

Then prate about "co-operation."

Ocean Beach agents have to pay the same state license, same bonds, same taxes, and are supposed to have something to eat, and are not forgotten when dollars are needed for anything, but as for giving them business? Nix! How will it do to retaliate?

ZENAS.

✦ ✦ ✦

OBSERVATIONS.

Your Observer has been "Observing" some more, and has taken notice of a lot of black logs piled on the bank of the Bay, and was told that they were creosoted piles for the new railway to be built to the city. Looks good to usuns.

Also

That Mrs. Sullivan's new house on the boulevard looks well in its new paint, and is good enough to live in any time. We understand she will have about a dozen more houses built soon.

Also

That a large number of new houses are being built at different points in this town. Since the school closed the beach houses have filled up well.

Also

We were greatly pleased with the new feature in The Beach News called the "California News Briefs," and hope it will continue. (Thank you, Mr. Observer, they will be a regular feature in the future—Ye Editor).

Also

To your readers away from San Diego, we want to say that we have not had a hot day this summer; in fact, some complain that it is too cool, but then we rather have ours at 60 degrees, than 110, and no shade at that.

OBSERVER.

The MISSION BEACH
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MISS ELIZABETH ASHER
Bayside Walk, Mission Beach
Phone Pacific Beach 289

WEEK-DAY CAR SCHEDULE

Bayshore R. R. Time Table

Leave Third and Bdwy.—6:45, 9:00, 10:30, 12:00 a. m.; 1:30, 3:00, 4:30 p. m.

Leave Ocean Beach—7:10, 9:40, 11:10, 12:40 a. m.; 2:10, 3:40, 5:10 p. m.

Leave Mission Beach—7:00, 9:30, 11:00, 12:30 a. m.; 2:00, 3:30, 5:00 p. m .

Mrs. J. L. Van Devereer, 2839 Granada street, gave a bridge luncheon Monday at the Quality Coffee Shoppe, where other patrons recently included Mrs. H. Rider and daughter Mildren, of Long Beach and Mr. McFadden of San Francisco; Mrs. E. E. Rodabaugh of San Diego entertained her card club at a luncheon Friday, and the Thursday club of San Diego entertained thirty guests at luncheon.

Mrs. George Smith entertained with a luncheon complimentary to her friend Miss Myra Edwards of San Diego and her house guest Miss Nell Campbell. Mrs. Pool and Mrs. Boyd of Parsons, Kan.

Mrs. R. E. Johnston of East Ocean boulevard, Long Beach who has taken one of the Lewis courts for the summer.

Mrs. D. J. Ingram of Glendale, Arizona and daughter, Mrs. R. W. Brown and small son of St. Louis, are guests of Mrs. R. E. Johnston.

Mrs. H. L. Moody, wife of the city auditor of San Diego, entertained with a birthday dinner at the Quality Coffee Shoppe July 5, complimenting her husband and daughter, whose birthdays are on the same date.

Mr. and Mrs. H. D. Moody of Ontario, Canada entertained his brother H. L. Moody and family of San Diego and Mr. C. E. Moody and family of San Francisco at a fried chicken dinner last Friday evening.

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Night parties should phone Point Loma 65-J to have tables reserved
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NATION REPRESENTED AT FINANCE CAPITAL

By FRANCIS H. SISSON
Chairman Public Relations Commission, American Bankers Association.

F. H. Sisson

Financial New York is peculiarly representative of the whole nation. All parts of the country, the small towns as well as the big cities, have supplied the greater part of the man power and brain power enabling it to function as the nation's financial capital.

A recent investigation as to the origin of one hundred leading executives in the New York financial district, showed that no less than sixty per cent were born outside New York State, that no less than twenty-eight per cent were born in towns of 5,000 or less, and only twenty per cent were born in New York City.

The birthplaces of these men represented Pennsylvania, Ohio, Massachusetts, Connecticut, Michigan, Missouri, Illinois, Maryland, Delaware, Vermont, Mississippi, Kentucky, Tennessee, Minnesota, Iowa, Florida, Rhode Island, North Carolina, Indiana, Wisconsin, Georgia, California, Montana, Maine, West Virginia, New Jersey and the District of Columbia.

The same situation is true of the younger men, particularly in the banks. This reflects more than merely the attraction of the big city for ambitious young men. It is the result of the definite purpose of New York banking to equip itself to perform most effectively its work for all the nation.

A brief description of the mechanism of the nation's banking system will make this clear. Many of the New York banks are bankers' banks. They are great reservoirs of credit in which banks throughout the country deposit unemployed funds in New York. When crop needs in rural districts or industrial expansion in manufacturing centers increase local requirements for money these local banks call in their funds from New York and in addition may ask the big city banks for loans.

Country banks frequently deposit as security the notes of their own customers, often secured, in turn, by farm capital such as ploughs, livestock and other possessions. The fifty thousand dollar note, for instance, of a country bank in a big New York bank may have attached, as collateral security, fifty or a hundred small notes of a hundred dollars up to a thousand or more, signed by local farmers and their wives. Into one of the biggest New York banks comes in this way from the South each crop season a small note secured by a plough and a harrow and a mule named "Molly"—an incident that has been aptly described as "The Minting of Molly." It is one among many securing a large inter-bank credit.

Thus is big banking in New York brought close to the plain people of the soil—thus does it finance their humble husbandry—and thus has it felt the need of recruiting its officers from among men familiar and sympathetic with local conditions—able to visualize the needs of the people there and pass sound judgment on the credit factors involved.

It is due to the conditions thus pictured that among the officers of New York's banks will be found representatives from all parts of the nation. They are the delegates of the people at the business capital.

GETTING TOGETHER

"The earth and the fullness thereof" is the primary source of capital. The farmer, therefore, is the nation's greatest producer of wealth. Farming and banking—production and distribution—should go hand in hand. The problems of the farmer are the problems of the banker. Both are vitally concerned in bringing about a proper adjustment of transportation and marketing costs. The increasing tendency toward a more sympathetic understanding of each other's relation to these problems is one of the very encouraging signs of the times, and will result in further advancement of their mutual interests.—Walter W. Head, First Vice President American Bankers Association.

Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

PACIFIC BEACH ATHLETIC CLUB.

The swimming meet Sunday afternoon planned and carried out by the P. B. A. C. was a great success and was enjoyed by many onlookers. Mr. Henry Churchman was starter and Mr. Fred Brophy timer. The events were as follows:

50-yard dash, seniors—1st, Gus Mueller; 2d, Willard Barnes.

50-ward dash, girls—1st Sleanor Lawrence; 2d Eleanor Barnes.

50-yard dash, junior boys—1st, Tom Richert; 2d, Bentley Buck.

Underwater swim—1st, Edwin Churchman; 2d, Willard Barnes.

200-yard dash—1st, Geo, Evans; 2d, Gus Mueller.

Diving, seniors—1st, Edwin Churchman; 2d, Carlyle Van Patten.

Diving, juniors—1st, Robert Martin; 2d, Bentley Buck.

50-yard breast stroke—1st, Geo. Evans; 2d, Jarvis Wallen and Gus Mueller tied.

Boat race—Jack Barnes.

After the stunts, the hat was passed around, resulting in a satisfactory sum of money, which is to be used for further improvements. The club plans another meet to be held some time in August.

CHURCH NEWS.

Rev. John W. Millar's sermon Sunday morning was from the account of Paul's preservation from shipwreck, and the main trought was that, although he was assured that both he and all those with him should be safely brought to land, he did not neglect to do his part, and so we, trusting in God's promises must not fail to also do our part.

The C. E. Society met Sunday evening with Carlyle Van Patten as leader, the subject "What is Christian Brotherhood?" and the question suggested, why, when we visit the zoo, do we observe that there are bars on the cages?

The monthly teachers conference held on Thursday at the home of Mrs. Thomas Davis.

INTERESTING TRIP.

Mrs. Crowningshields, whom many will remember as a sister of the late Miss Ella Town, was visiting old Pacific Beach friends Monday. She, with Mr. Crowningshields, and his young men friends started May 30 from Greenfield, Mass., and have come by auto on the Santa Fe trail, camping out on the way. Have met with only minor mishaps, such as punctures, etc. Have been to the Grand Canyon and on their way back up to Seattle and by way of the northern route plan to see the Yellowstone and Yosemite, expecting to arrive back at Greenfield early in September. They are at present camping down by the ocean front. It is also an interesting fact that all his young are 21 years of age.

OVER THE FOURTH

The "morning of the day after the Fourth, it was not hard to decide who had stayed at home and who had celebrated by the ocean or up in the back country. The former still possessing that "school girl complexion" we read about, the latter entertaining a more or less painful and unbecoming coat of sunburn. Mrs. McCusher, Mr. and Mrs. Van Patten and family, Mr. and Mrs. Buck and Elizabeth, Mr. and Mrs. Lehmer and Mr. and Mrs. Eldridge camped Tuesday night and Wednesday at the big camping ground near Lakeside. Struck some kind of a camp meeting, had a good time, the only drawback being the uncertainty of the behavior of some tempermental skunks. Fortunately, however, skunks and folks retained their good nature to the end.

Lehner and Buck bays were not of the party, as they were still camping with the Scout trop at Ft. Rosecrans. Two families and their friends spent the day at Tijuana but for some reason have asked to have their names withheld! Mr. and Mrs. Clark, Edith, Mrs. Gleason and Mr. and Mrs. Bishop picnicked at La Jolla. Rev. Mr. and Mrs. Millar spent the day in the park, and inspecting all the animals, etc recently added to the zoo. Mrs. Woodward had a successful time fishing with her children at her son's house-boat on the strand, and later a fine view of fireworks all around. Mr. and Mrs. Rogers and children spent the day in the park. Mr. and Mrs. Hodge, son, daughter, grandchild and friend Mrs. Bissell, picnicked up Tecolote canyon.

Some of the Dodge family picnicked at Murray dam. A party of the boys went to Coronado and another to Ocean Beach and most of the rest of the Beachites who did not stay at home, celebrated at Mission Beach or in the back country.

ITEMS OF INTEREST

Mrs. Brophy is entertaining her sister, Mrs. C. C. White of New York and daughter, Miss Dot White, who is a dancer in the Music Box Revue. Mrs. Brophy plans to have her niece take part in an entertainment being prepared by the community league sometime in the near future.

Mr. Grant Smith left recently for a trip to his old home in Pennsylvania, to be gone several months.

Mrs. Gladys Clark of Chula Vista is a guest of Miss Mildred Bayliss at her home on Grand avenue.

Little Alice Dame, whose parents and brother have gone for a visit to their old home in Brooklyn, N. Y., is making her home with Mrs. McCusker in the meantime.

Miss Helen Millar is attending the summer school at the southern branch of the University of California at Los Angeles.

We are glad to be able to state that Miss Bess Richert, who has been sick for several weeks is much better and well on the way to convalescence.

Mr. and Mrs. Harry Gist and little son, who have been away on a trip to Portland and other points north, have returned to Pacific Beach. Mr. Gist is planning to remodel his house on Garnet street, which has been used for school purposes this past year, and move

Mrs. Hodge is entertaining a school time friend, Mrs. C. V. Bissell of Kalamazoo.

Mrs. Mabel Edgar and daughter Roberta, came over from Imperial Valley and spent a week taking in the Fourth with Mr. and Mrs. Seth Mitchell. Jesse Mitchell went back with them, expecting to be gone several weeks.

Rev. Fred Williams has recently arrived and is staying with Mrs. Williams and her mother, Mrs. Parker.

Seven of Miss Edith Lantz's relatives and friends surprised he ron the occasion of her birthday last week. The afternoon was enjoyably spent in music, games and later refreshments.

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered.

Mister National Advertiser:

It's of value to you to know that **The Beach News** is read **FIFTY-TWO TIMES A YEAR** by bona-fide **Paid Subscribers** in from one to fifteen cities in each of the following **THIRTY-THREE States and THREE Foreign Countries,** now listed on our Subscription Books—Open to All:

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